Consumer Report

8th Grade English

It’s Friday night at 7:30. You’ve just come home from Blockbuster with two videos, ready to pop the Orville Reddenbacher popcorn and put in the first movie. As you load the video, the DVD clunks and starts to spew smoke out the front of the DVD. It gasps its last breath, and shuts down permanently. Time for a new DVD!

Your family jumps in the car and heads to an electronics store, desperate for a new DVD. Once in the store, you are greeted by a salesman who takes you to the DVD section and offers to show you what they are offering. By the time you leave the store, he has done his job; he sold you the most expensive DVD/Blu Ray available and took advantage of your lack of research.

Your assignment is to choose two or more comparable items to compare and create an article for *Consumer Reports* magazine. The items you choose to compare should be similar in style, performance, etc., but should be different brands. Do not choose items that are by the same brand or dissimilar in performance!

Once you choose your items, you should decide what your criteria should be for evaluating them. Price should be one area of comparison, since most consumers are concerned about spending money. Other than price, your categories for comparison should provide specific areas to compare. For example, in a comparison of DVD’s, cable readiness, picture quality, ease of controls, and imput/output jacks might be areas to compare. You should have a minimum of four categories to compare (excluding price).

Once you have created the chart and completed the analysis, it’s time to present your findings. Your paper should have an introduction, where you introduce the two items, and a paragraph for each test/area of contrast. The conclusion should give your overall product recommendation.

Be a smart shopper! Be informed!

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| **Focus** | **Content** | **Organization** | **Style** | **Conventions** |
| Sharp  4 | Sophisticated  4 | Sophisticated  4 | Sophisticated  4 | Controlled  4 |
| Sufficient  3 | Sufficient  3 | Functional  3 | Generic  3 | Sufficient  3 |
| Weak  2 | Limited  2 | Evident  2 | Limited  2 | Limited  2 |
| Minimal  1 | Minimal  1 | Confused  1 | Minimal  1 | Minimal  1 |

x3 x5 x3 x3 x5

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Grade: 8 Narrative/Informative/Persuasive